



Efficiency Maine Annual Event 2025

September 10, 2025

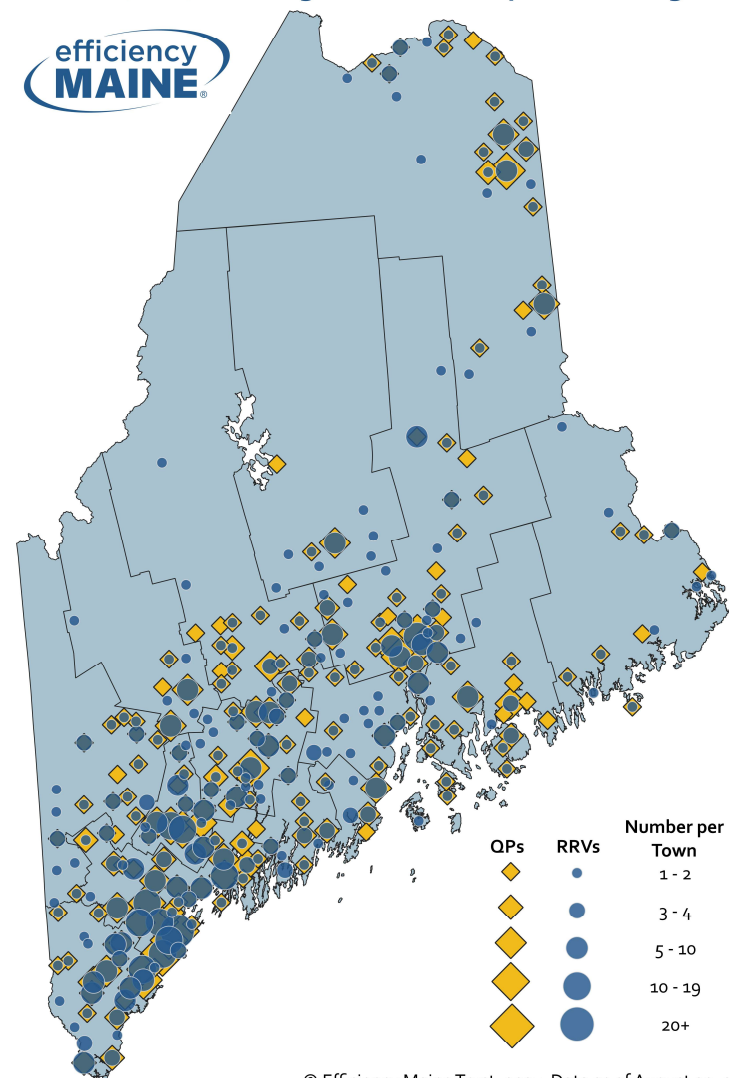


The Year in Review

Highlights from July 2024 – June 2025



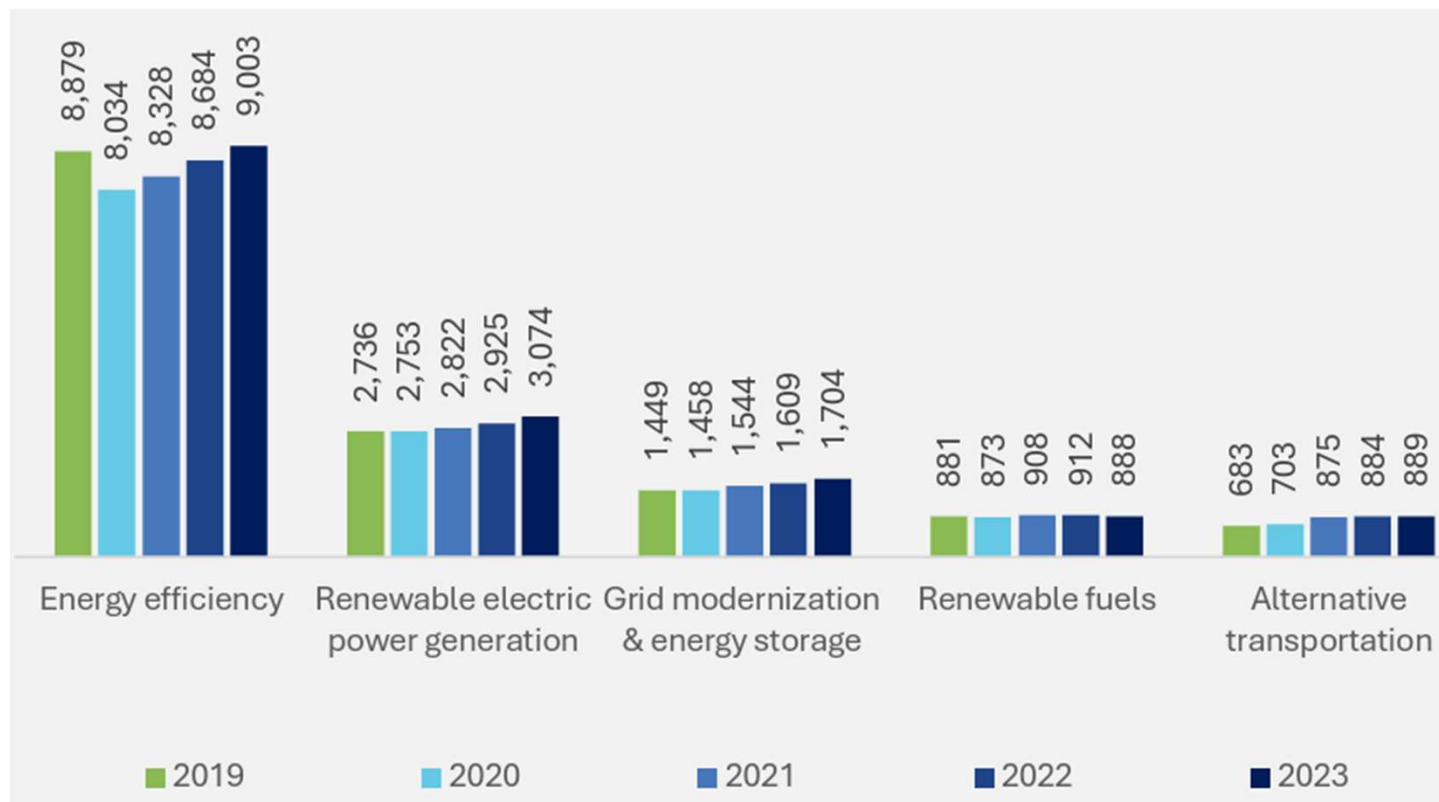
Residential Registered Vendors (RRVs) and Qualified Partners (QPs) Working with Efficiency Maine Programs



Maine's Contractors, Vendors and Distributors are Driving Economic Development and Energy Efficiency

- The trades play a critical role in the Maine economy and supporting Efficiency Maine program implementation
 - Residential Registered Vendors (RRVs)
 - 793 contractors/vendors registered
 - Serving residential customers
 - 73 – Insulation & Air Sealing
 - 198 – HP Water Heaters
 - 668 – HP Heating & Cooling
 - Qualified Partners (QPs)
 - Serving commercial, industrial and institutional customers
 - 27 – Multifamily Weatherization
 - 36 – Compressed Air
 - 72 – Refrigeration
 - 267 – HP Heating & Cooling
 - 280 – Lighting Solutions

Clean Energy Jobs in Maine, by Sector

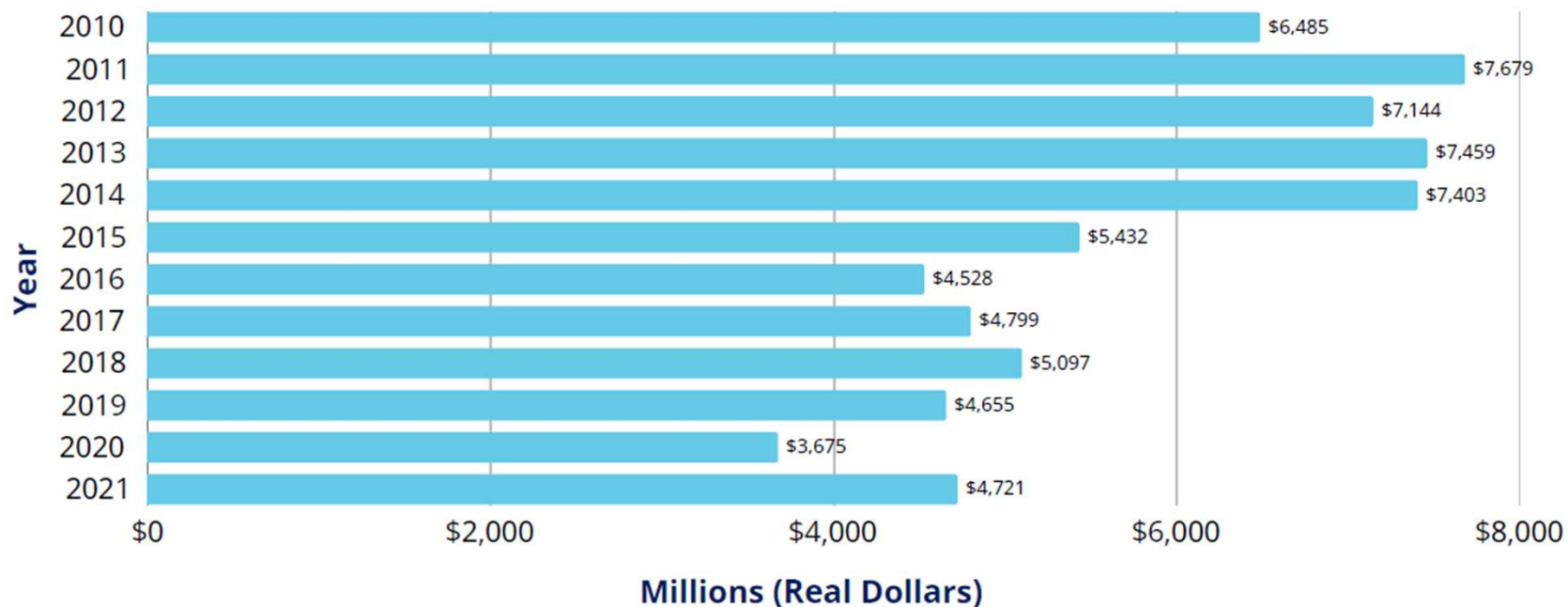


Source: Maine Governor's Energy Office, 2024 Maine Clean Energy Industry Report, p.11

Illustration – The Economic Impact of Market Transformation to Cleaner Fuels and Energy Efficiency

Figure 4. Fossil Fuel Expenditures, Maine

Source: EIA SEDS



Source: Maine Governor's Energy Office, Maine Energy Plan, p.7

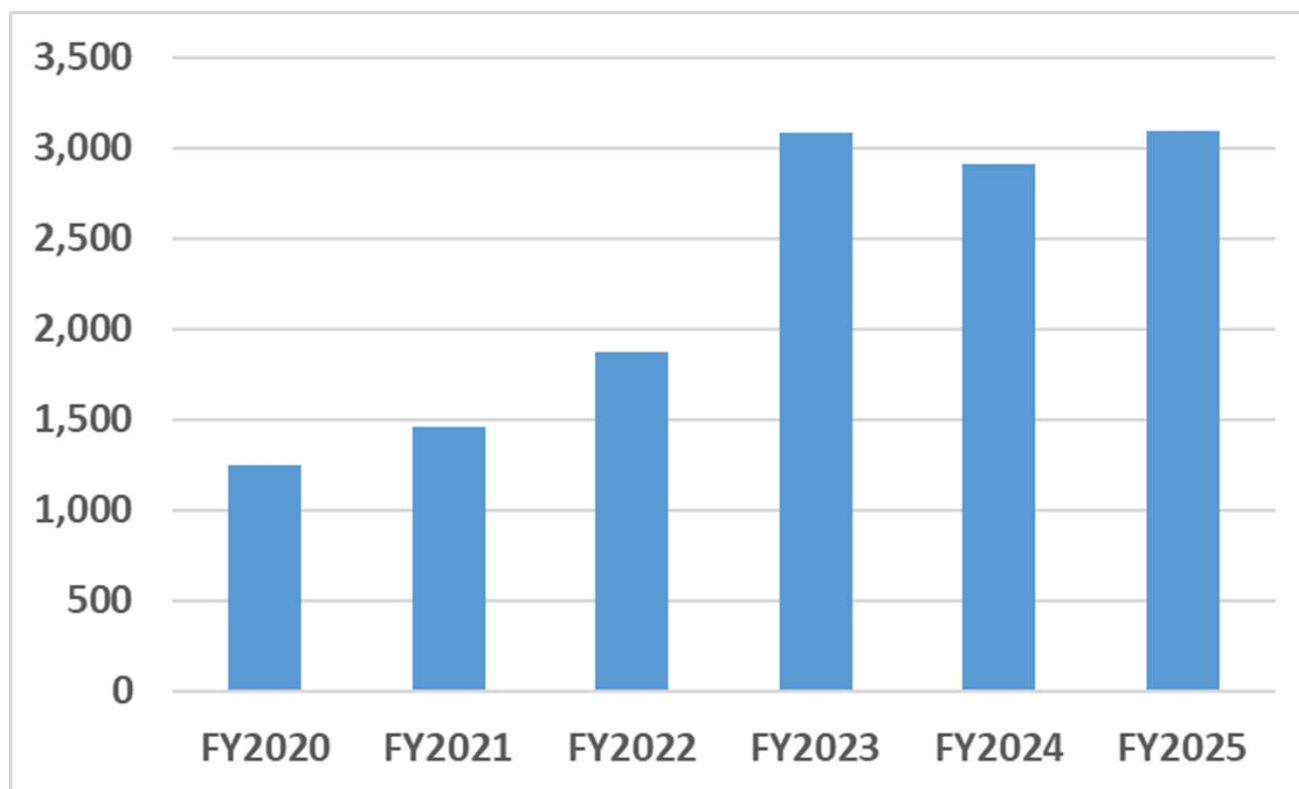
FY25 Highlights

- \$139 million – Total **spending** by Efficiency Maine (unaudited).
- Completed first full year of **whole-home heat pump systems**, including making it through the cold snaps in February.
 - Launched full-fledge program to retrofit manufactured housing (mobile homes) with ducted heat pump solution. Retrofitted 23 homes.
- Awarded contracts to dozens of new, public **EV charging** sites distributed across Maine.
- Completed initial phase of **Demand Management** initiatives and started introducing new options.
 - Off-Peak EV Charger – Instant Discount launched
- Shifted Efficiency Maine **Green Bank** to new online platform for underwriting and loan servicing.
- **Pilot project** in Millinocket successfully employed heat pump and storage tanks to:
 - Provide 24/7 heating through a hydronic (forced hot water) distribution system (@ 170° F), AND
 - Shift off grid power, onto storage tanks, for 4-hour periods

Insulation and Air Sealing (Weatherization)

- 1,792 Low Income
- 218 Multifamily
- 13,663 Homes Total (excluding MaineHousing & CAPs)

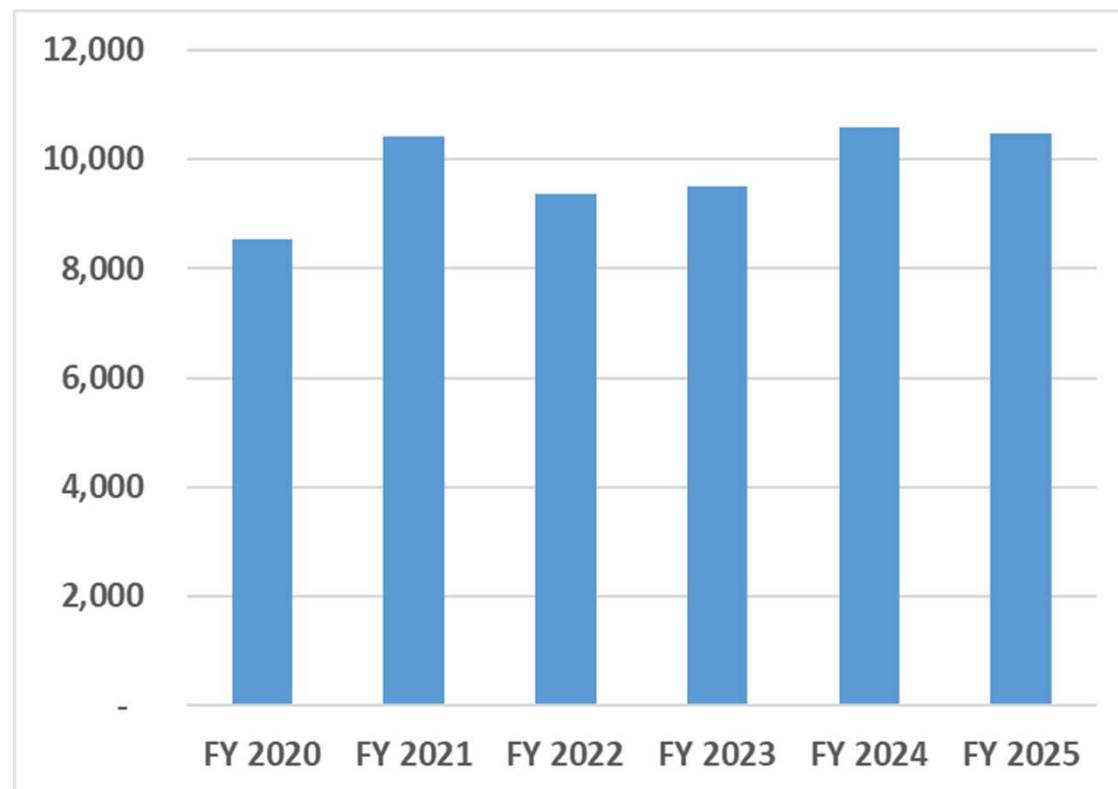
Rebates for Weatherization



Maine is a National Leader Installing Heat Pump Water Heaters (HPWHs)

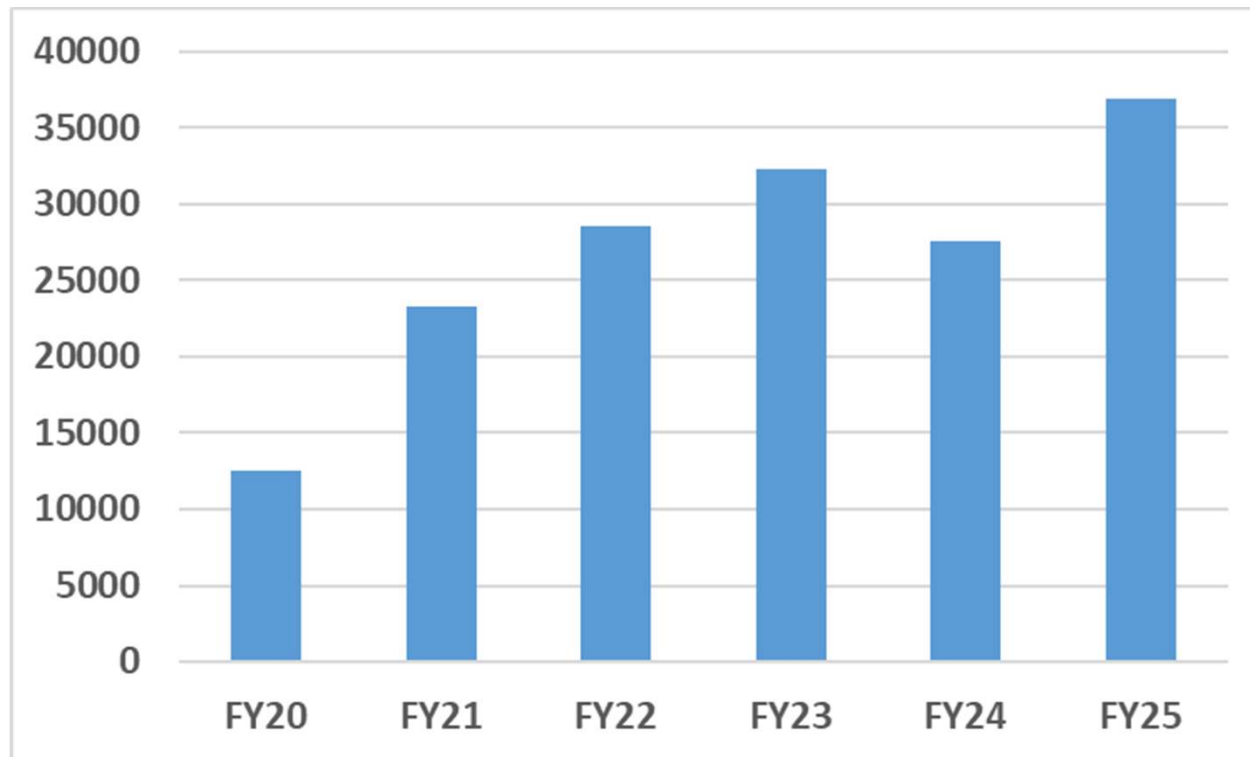
- Maine's plumbers have installed more than 59,000 HPWH since the summer of 2019.
- 55% replaced electric resistance water heaters and 40% replaced oil or propane

Rebates for HPWH



FY 2025 – Heat Pumps for Heating and Cooling

Heat Pumps (equivalent to 1 average mini-split)



- Last year (FY25):
 - **> 11,700 homes** received >29,000 new heat pumps serving as their **primary heating system**,
 - **Commercial buildings** also added > 7,500 HPs.



The Road Ahead



Some Headwinds

- Policy changes from federal government
 - Loss of certain federal tax credits
 - Increases in federal tariffs
- Concerns about inflation & interest rates
- Consumer confidence
- Transition to new refrigerants
- However ...

The New 3-Year Plan is Approved and Underway

- “Triennial Plan 6” is Efficiency Maine’s blueprint for the next three years,
- Continuing all core programs from prior years, expanding in the area of Demand Management/ Demand Flexibility;
- Forecasting results of:
 - 38,000 homes heated entirely with heat pumps, including 6,500 low-income;
 - 9,900 homes weatherized,
 - \$43 million invested in small business energy upgrades
 - more than 35 million gallons of heating oil saved over the lifetime of the energy improvements,
 - 333,000 tons of CO2 reductions,
 - \$492 million suppression effect on electricity rates due to beneficial electrification programs, and
 - 137 megawatts of summer peak grid-load reductions by 2028.

Priorities

- Continuous improvement in EMT Programs
- Serving Maine's energy customers and the Maine economy
- Partnership with Trade Allies – Maine's contractors & vendors
- Gratitude



Recognition

Residential Programs

- Dave's World, Inc.
- Evergreen Home Performance, LLC
- Free Energy Maine
- F.W. Webb Company
- The Granite Group
- The Home Depot
- Mattra, Inc.
- Northeast Heat Pumps
- Rheem Manufacturing Company
- Riser Heat Pumps
- Taco Comfort Solutions
- Valley Home Services, Inc.

Commercial Programs

- Dave's Heat Pumps
- Do It All Dragon
- EcoHeat Maine
- F.W. Webb Company
- Gilman Electrical Supply Co.
- J.H. McPartland & Sons
- Johnstone Supply
- Logix, LLC
- Mechanical Services
- Oberon Initiatives
- Sundog Solar
- Wesco Electrical Supply

Electric Vehicle Program

- Charlie's Auto Group
- Lee Toyota of Topsham
- Rowe Ford Hyundai of Westbrook

The Philip C. Hastings Award

For significant contributions to energy efficiency and to the state's environmental stewardship through exemplary support of the Efficiency Maine program.

Town of Winthrop